

A WEAR-RESISTANT ENAMEL

Yes, everyone in the family can give lustrous, colorful beauty to interior furniture and woodwork as well as porch furniture, the quick, easy Enameloid way!

Takes but little effort. Enameloid brushes on smoothly, covers solidly in one coat, without brush marks.

You will get a real thrill when you see old things spring to glistening life under your paint brush . . . and you will find lasting satisfaction in the cheerful decoration and long service of Enameloid.

"There is no easier way to add extra life around the house. One coat of Enameloid usually does the trick! Dries to an even full gloss finish in a few hours—ready for use the next day—is extra durable—and protects against wear. Cleans like magic.

And remember . . . a small investment in Enameloid gives you dollars worth of colorful, lasting decoration.

Sherwin-Williams Enameloid covers approximately 400 square feet per gallon one coat.



THE SHERWIN-WILLIAMS Co.

Administration Offices - - - - - Cleveland 1, Ohio

Sales Offices, Factories and Warehouses in Principal Cities



SHERWIN-WILLIAMS FLO-LAC

Varnishes and stains in one easy operation. Gives beautiful new life to faded furniture or run-down floors. Its long-wearing gloss brings out the beauty of all woods!



SHERWIN-WILLIAMS MAR-NOT VARNISH

One coat of this handsome, long-lasting varnish gives floors, furniture, woodwork a high-lustre finish that resists scratching, scuffing, chipping, liquid staining. In gloss and satin-finish.

SHERWIN-WILLIAMS

SEMI-LUSTRE WALL FINISH

A rich-looking, lustrous finish that adds smart, colorful beauty to kitchens, baths, and to all woodwork throughout the home. Amazingly washable! Durable!



SHERWIN-WILLIAMS

FLAT-RITE UNDERCOATER

Where an enamel undercoater is desired for new wood or badly marred surfaces, apply a coat of this strong-hiding undercoater.



For Quality Finishes

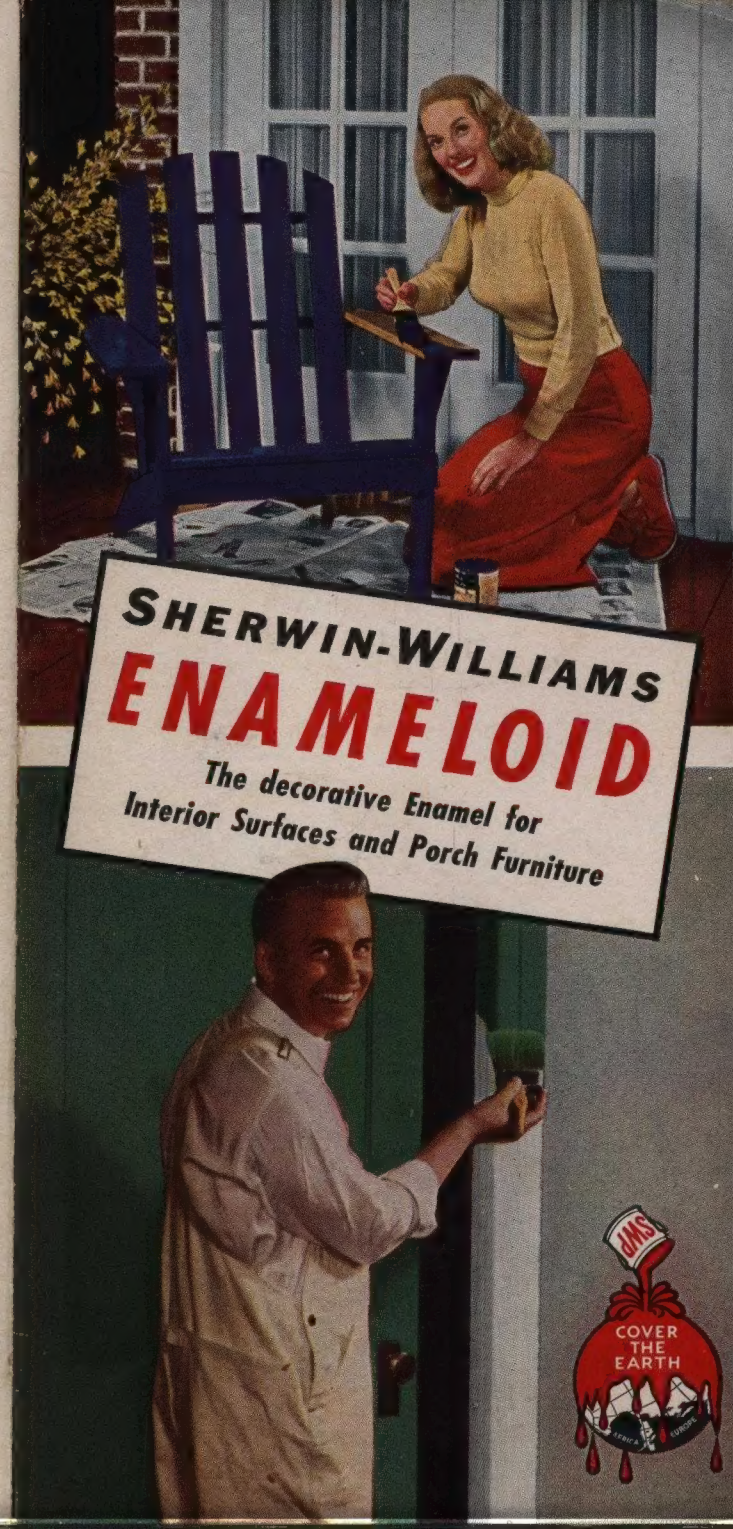
**SEE YOUR
SHERWIN-WILLIAMS DEALER**

For Intelligent and Practical Help in Decoration

CALL YOUR PAINTER-DECORATOR

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CC467



ONE COAT COVERS!

ECONOMICAL!



One pint paints an average kitchen table and four chairs, one coat. And what a coat!—beautiful, smooth, and extra-durable.

DRIES FAST!



Enameloid dries to a smooth finish in a few hours. No long waiting or delay with Enameloid! Painted objects are ready for use the next day!

CAN TAKE IT!



Will not chip, crack, or wrinkle under even roughest treatment. Treat it rough—Enameloid comes through smiling. Specially good for rooms like nurseries, kitchens, play-rooms.



SMART COLORS, tastefully chosen, make this attractive sun porch bright, fresh, inviting, can improve the appearance of every room in your home. Gay, cheerful Enameloid brings old furniture and woodwork back to sparkling, useful life . . . gives rooms that modern, "livable" atmosphere.

ENAMELOID COLORS chosen for this gay sun porch are: Wall: Enameloid White. Cabinets & Built-in Bookcase: Enameloid Pastel Blue. Fireplace Shelf: Enameloid Flame Red.

Remember, color is the order of the day in home decoration. That's why smart people the country over are using more and more Enameloid for the full-gloss, vivid-color effects that mean good taste and style. Other reasons for Enameloid's popularity? Quick, easy application! Wear-resistant durability! Amazing washability!

DRIES IN A FEW HOURS!

RESISTS HEAT!

Boiling water, hot cooking greases do not soften, penetrate, or mark Enameloid. Clothing won't stick to it, either! That's why Enameloid is a favorite for kitchen use.



CLEANS EASILY!

Just wash with plain soap and water. Dirt can't get a "grip" on the hard, lustrous Enameloid finish. Think of the tiresome work this washability can save you!



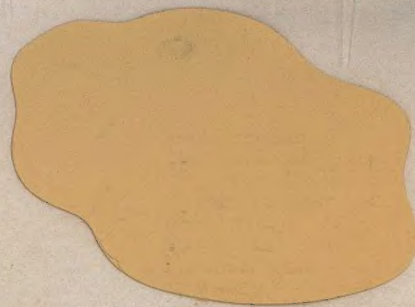
STAIN-RESISTANT!

Fruit juices, all beverages—even alcohol—do not mar or stain Enameloid. The glass-smooth film guards against all liquid penetration.



CHOOSE FROM THESE SMART NEW ENAMELOID COLORS

IVORY



PASTEL BLUE



BLUE



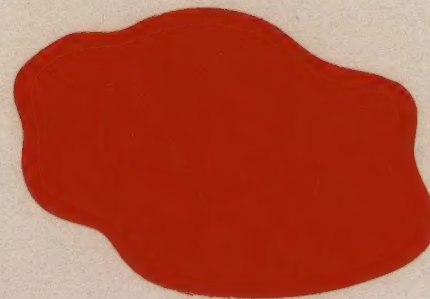
KILLARNEY
GREEN



SUNNY
YELLOW



FIESTA
ORANGE



MAPLE



CREAM



MILAN
GREEN



MEDIUM
BROWN



PEACH



SEASPRAY
GREEN



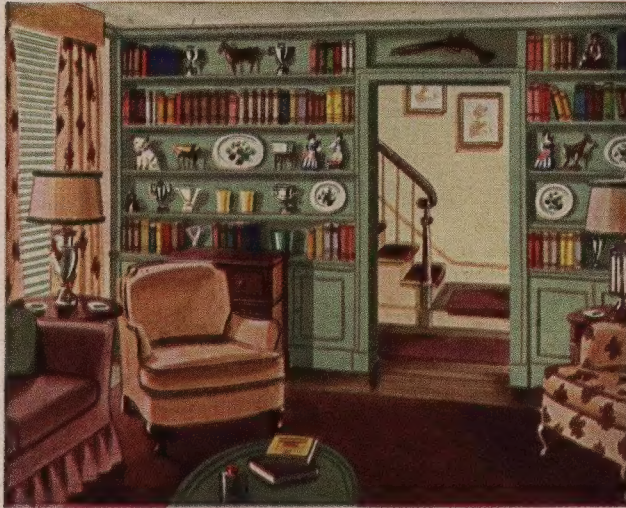
CANTON
JADE



FLAME RED



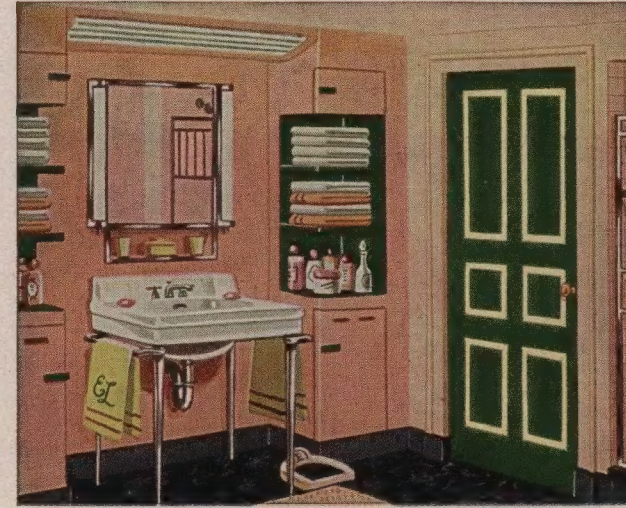
MAKE YOUR ENTIRE HOME MORE BEAUTIFUL WITH STRIKING ENAMELOID COLORS!



SMART LIVING ROOM tastefully decorated in restful tones. Enameloid Milan Green on modern built-in bookcases and on coffee table blends perfectly with the shades of tan and brown of the furniture... makes this otherwise ordinary room outstanding and different!



GAY BEDROOM finished in refreshing, youthful color. Enameloid Flame Red on double-decker bed and picture frames contrasts attractively with Enameloid Killarney Green on ladder and throughout room... gladdens the hearts of all young people!



BRIGHT BATH styled with fresh, easy-to-clean Enameloid color. Enameloid Peach walls, Enameloid Cream door trim, touched up with Enameloid Killarney Green on doors and shelves fit this bath into the tempo of modern living!



CHEERFUL KITCHEN done in attractive, clean-looking shades. Enameloid Blue for trim and Enameloid Cream on walls and cupboards team up to add a bright, gay note to this modern kitchen... and give the housewife a cheery lift throughout the day!

ENAMELOID ADDS "SPARKLE" TO COUNTLESS THINGS THROUGHOUT THE HOME!



BOOKCASE takes only $\frac{1}{2}$ Pint of Enameloid Blue for the outside and $\frac{1}{2}$ Pint of Enameloid Cream for the shelves.



TOY WAGON needs only $\frac{1}{4}$ Pint of Enameloid Flame Red and a few touches of Enameloid Ivory.



PORCH CHAIR painted with just $\frac{1}{4}$ pint each of Enameloid Sunny Yellow and Enameloid Medium Brown.

COFFEE TABLE takes but $\frac{1}{4}$ Pint of Enameloid Flame Red plus a few touches of Enameloid White.



TABLE AND CHAIR SET use only $\frac{1}{2}$ Pint each of Enameloid Pastel Blue and Enameloid Sunny Yellow.



BUREAU requires just $\frac{1}{2}$ Pint each of Enameloid Peach and Enameloid Pastel Blue.

WICKER COUCH painted with only 1 Pint of Enameloid Milan Green.



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